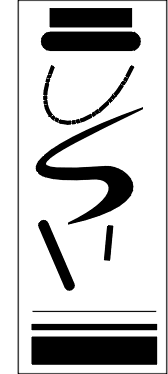
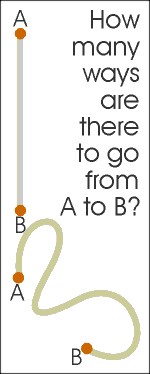
# 1.02 Elements of Design PPT Notes

1- Lines as Design Elements

* Lines are a powerful but simple method of enhancing a publication.

* Lines can be of any \_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_ or \_\_\_\_\_\_\_\_\_\_\_ and may be placed in any direction.
* \_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_, and \_\_\_\_\_\_\_\_\_\_ are considered lines!
* Lines can be used to:
  + Organize information such as tables or catalogs.
  + Simulate movement.
  + Connect pieces of information or graphics.
  + Separate one part of the layout from another.
  + Provide texture.
  + Convey mood or emotion.
  + Define shapes (outline).
  + Provide emphasis.
  + Provide a frame around a box or image.

Lines Can……….

Draw or give an example of each.

|  |  |  |  |
| --- | --- | --- | --- |
| **Organize** | Example- | **Convey Moods or Emotions** | Example- |
| **Create Movement** | Example- | **Define Shapes** | Example- |
| **Connect** | Example- | **Provide Emphasis** | Example- |
| **Separate** | Example- | **Provide Frames** | Example- |
| **Create Texture** | Example- |  |  |

2 - Shapes as Design Elements.

\* Shapes can be: \*Shapes are used to:

3 – Mass as a Design Element

* Refers to the \_\_\_\_\_\_\_\_\_\_\_\_ of an object.
* All objects have mass regardless whether they are \_\_\_\_, \_\_\_\_\_\_\_, text, or \_\_\_\_\_\_\_.
* \_\_\_\_\_\_\_\_\_\_\_ are usually heavier.

4 – Texture as a Design Element

* Texture is an effect applied to a \_\_\_\_\_\_\_\_\_\_\_\_or as the fill for an object.
* It can be drawn or be an actual \_\_\_\_\_\_\_\_\_\_\_\_.
* Texture can refer to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (how it looks) and the physical texture of the paper.
  + - Different paper textures will make colors look different.

5 – Color as a Design Element

6: Color Palette

7 – Complimentary Colors

🗹 Color on Monitors

* Computer monitors and televisions show color as \_\_\_\_\_\_\_\_\_\_.
* The colors are a mixture of red, green and blue light, referred to as \_\_\_\_\_\_ color.
* The amount of red, green, and blue are shown in different amounts in different “\_\_\_\_\_\_\_\_” on the monitor to produce an image.
* RGB – red, green, blue
* Each color is assigned a number between 0 and 255 to show how\_\_\_\_\_\_\_\_of that color to add.
* As each color is added, the mixed color becomes \_\_\_\_\_\_\_\_\_\_.
* When all three are set to 255, the mixed color is \_\_\_\_\_\_\_\_\_.
* RGB colors are expressed as \_\_\_\_\_\_\_\_\_\_\_\_\_numbers when used on web pages.

🗹 Color and Printers

* Printers cannot print with \_\_\_\_\_\_\_\_\_\_, they must use ink or toner.
* Printers and printing presses use a color method called \_\_\_\_\_\_\_\_\_\_\_\_.
  + It stands for \_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_, and \_\_\_\_\_\_\_\_\_\_\_\_
* They are based on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
  + If each is set to 100%, the color is \_\_\_\_\_\_\_\_\_.
  + As each percentage for each color is subtracted, the color \_\_\_\_\_\_\_\_\_\_\_\_.
  + If all colors are subtracted, or set to 0%, the color is \_\_\_\_\_\_\_\_\_\_.

🗹 Color Terms

Hue –

Shade –

Tint –

Saturation –

Value –

🗹 Color Matching

* This is the \_\_\_\_\_\_\_\_\_\_\_ of matching the printed ink color as \_\_\_\_\_\_\_\_\_ as possible to the color displayed on the monitor.